The Corporate Kitchen
Making Big Feel Personal

authentic    made from scratch    socially responsible
Bon Appétit’s dream is to be the premier on-site restaurant company known for its culinary expertise and commitment to socially responsible practices. We are a culture driven to create food that is alive with flavor and nutrition, prepared from scratch using authentic ingredients.

We do this in a socially responsible manner for the well being of our guests, communities and the environment.
bon appétit management company

- Pioneer of onsite restaurants
- Committed to fresh, seasonal food
- Cook from scratch in every location
- Industry leader in socially responsible practices
- Flavor is at the heart of everything we do
- 500 locations in 30 states
- $650+ million in revenues
- 10,000 employees

Flavor is at the heart of everything we do...
Highlights from our 26-point Healthy Cooking Initiative commitment to our clients:

- Our menus greatly emphasize the use of fresh vegetables, fruits, legumes and whole grains as a featured ingredient. Our first choice is to use locally and sustainably produced items.

- At least one deep color vegetable is served daily at full service stations, balanced between leafy vegetables and starches.

- Whole grains (as defined by the Whole Grain Council) or legumes, prepared using healthy cooking techniques, are offered daily at key full serve stations as a primary or secondary choice.

- A vegetarian option or side is available at every full serve and self serve station.

Over 320,000 meal served each day
Same Daily Challenges

- Happy Meals – burger & fries training
- Dollar Menus – average daily spend
- “Just give me regular lettuce please”
- Entry level labor
- Food Cost – inflation vs. P/L goals
Market Focus:

- Daily/Weekly menu planning without preset cycles and scratch cooking allow easy substitutions and highlight the best seasonal produce
- Market shopping, like at home or a small restaurant – we see what’s available at a price we can afford and then plan a menu around those ingredients
- Buying seasonal food at peak production ensures the best product
- Marketing & menu writing focuses on getting customers excited about freshness and seasonality instead of guaranteeing a particular item of produce

Flexible menus – chef driven
Ingredients are purchased from a local farm or artisan within 150 miles of each kitchen and are seasonal and minimally processed.

The Eat Local Challenge was created to raise awareness of the issues of food miles, biodiversity and local purchasing.

Know your farmer!
Market & Train:

- Chefs give vegetables “star treatment” on our menu with plenty of descriptors
- Cooks/servers don’t just say “with a side of steamed vegetables.”
- Sexy menus. “Crisp young asparagus spears with extra virgin olive oil” and “Curried & roasted cauliflower” make the customer want the item.
- Tell the story; the farmer or farm it came from, the health benefits, even the history of its cultivation.
- Presentation matters - color, texture and height create plates that make the vegetables look appealing.

Culinary freedom with training & structure
Lessons Learned

- Start with the best market available fruits, vegetables, legumes & grains
- Write simple, seasonal menus
- Assume common passion among staff, no consensus required for great food
- Change traditional station configuration/set up that reinforce “meat & potato” meals
- Unapologetic but tasty offerings – no need for stealth
Create Diverse Options:

• Varied customer base demands authentic versions of their “home” cuisines, many of which don’t feature meat at the center of the plate

• Cuisines such as Mexican, Southeast Asian and Indian, highlight vegetables as the main attraction

• Renovated stations to facilitate correctly balanced offerings

• Plant foods as the “center of plate” highlight fresh/complex flavors and increase vegetable & grain consumption

It’s all about flavor!
Profitability

Culinary not Commodity

Food that is alive with flavor & nutrition is best created with a partnership of the farmers and the cooks

- A food service professional at any level usually has a deep passion to use fresh over processed and to create the best dish possible.
- Training a cook to care is often reward enough.
- Seasonal fresh produce is cheaper.
- The restaurant or home purchase & production model works on any scale. It should not be commoditized.
- Fresh plant based foods are not fixed and constant, when managed seasonally they produce great profit opportunities.

food services for a sustainable future
Questions

food services for a sustainable future